	10 wks Players non-menthol Smokers	6 wks Dortmund Gran Menthol Smokers	4 wks Players menthol Smokers
Unaided Brand Awareness	40	23	37
Total Brand Awareness	74	48	71
Ad Awareness	60	39	55
Trial	38	22	30
Purchase	17	9	9
Share	1.3	0.4	0.2
Conviction	3	2	1

	8 wks CAMBRIDGE non-menthol Smokers	BASIC All Smokers	MERIT All Smokers
Total awareness	24	39	37
ad awareness	12	24	23
Trial	6	7	8
Share	0.3	0.1	0.8
Conviction	7	2	10

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Source: https://www.industrydocuments.ucsf.edu/docs/ysxj0004